

ASCENT
CONSULTING

“BE
PRESENT
BEFORE YOU
TRY TO BE
HELPFUL.”

NACHO ENRIQUEZ JR.

| Keynote Speaker

Licensed Professional Counselor

Former Crisis Negotiator

TEDx Speaker

ABOUT NACHO



***BEFORE HE WAS
A SPEAKER, HE WAS
IN THE ROOM.***

Before he was a speaker, he was in the room.

Not the conference room. The crisis room. The hospital hallway. The patrol car at 2 a.m. The counseling office where someone finally said out loud what they had been carrying for years.

Nacho Enriquez Jr. spent nearly two decades in law enforcement — as a patrol officer, behavioral health officer, and trained crisis negotiator with the Appleton Police Department. During that time, he also became a Licensed Professional Counselor and accumulated more than 2,000 one-on-one coaching and counseling sessions with high-achieving people in high-stress environments. He has worked across 25+ agencies in Wisconsin. He has sat across from people in their worst moments and helped them find a way through.

In 2019, founded Ascent Consulting, and he retired from law enforcement in 2023 — not because he was burned out, but because he had identified something no leadership program was addressing: the human connection gap. The gap between how much leaders care and how little the people around them feel it.

He is a TEDx speaker on the power of listening. He is the creator of three proprietary leadership frameworks. And he brings to every stage something no credential can manufacture: the lived experience of a man who has been both the leader under pressure and the person who needed to be seen.

“I don’t think we have a leadership problem. I think we have a human connection gap.”

Nacho moved from California to Appleton, Wisconsin in 2008. He is a husband and father of two teenagers. His work is built on one belief: that the most powerful thing any leader can do is be present before they try to be helpful.

CREDENTIALS

EXPERIENCE. CREDIBILITY. PRESENCE.

Background	Nearly two decades in law enforcement, Appleton Police Department
Specialization	Behavioral Health Officer — Crisis Negotiator
Clinical	Licensed Professional Counselor (LPC) • MSE
Sessions	2,000+ one-on-one coaching and counseling sessions
Reach	25+ agencies across Wisconsin
Stage	TEDx Speaker — “The Power of Listening”
Founded	Ascent Consulting, 2019
Frameworks	Human Connection Leadership • Thrive Under Pressure™ • CONNECT Model™
Speaker Reel	<u>CLICK TO WATCH</u>
Clients	

WHO NACHO SERVES

High-Stress People in High-Stakes Roles

Nacho's work is built for organizations where the stakes are real, the pressure is constant, and the people doing the work have forgotten — or never been taught — how to lead with humanity.



LAW ENFORCEMENT

POLICE DEPARTMENTS, SHERIFF'S OFFICES, CORRECTIONS, TRIBAL POLICE, STATE PATROL. OFFICERS AND SUPERVISORS AT EVERY RANK.



EDUCATION

SCHOOL DISTRICTS, BUILDING ADMINISTRATORS, TEACHERS IN LEADERSHIP ROLES, COUNSELORS, STUDENT SUPPORT STAFF.



NONPROFIT & PUBLIC SERVICE

ORGANIZATIONS WHERE MISSION-DRIVEN PEOPLE GIVE EVERYTHING — OFTEN AT THE COST OF THEMSELVES.



HEALTHCARE

HOSPITALS, CLINICS, EMS, BEHAVIORAL HEALTH TEAMS, NURSING LEADERSHIP, ADMINISTRATIVE STAFF UNDER CLINICAL PRESSURE.



CORPORATE & EXECUTIVE

LEADERSHIP TEAMS, HR PROFESSIONALS, MANAGERS NAVIGATING RAPID GROWTH, RESTRUCTURING, OR CULTURE REPAIRS.



CONFERENCES & ASSOCIATIONS

ANNUAL CONFERENCES FOR LEADERSHIP ASSOCIATIONS, PROFESSIONAL DEVELOPMENT EVENTS, AND MULTI-DAY RETREATS.

HUMAN CONNECTION LEADERSHIP

SIGNATURE
KEYNOTE
-01



PROMISE

Nacho delivers a framework that closes the human connection gap — giving leaders the language, tools, and permission to lead like the humans they already are.



PAYOFF

After This Keynote, Your Audience Will:

- Name the human connection gap and stop blaming themselves or their teams
- Apply the Seven Pillars of Human Connection Leadership immediately
- Use The Three A's framework to acknowledge, appreciate, and accept the people they lead
- Hold people accountable without losing the relationship



PROBLEM

Organizations that don't address the human connection gap don't stay the same — they drift, and the people who cared most are the first to go quiet.



PAIN

Before This Keynote, Your Audience Is Saying:

- “I care about my team, but I don’t know why I’m losing them.”
- “I was promoted because I was good at the job, not because someone taught me how to lead.”



IDEAL FOR

- Law enforcement
- Healthcare
- Education
- Corporate Leadership
- Non-profit sector



Format: Keynote (60–90 min) • Half-Day Workshop • Full-Day Training • Multi-Session Series

**BECAUSE PEOPLE DON'T LEAVE
ORGANIZATIONS. THEY LEAVE LEADERS
WHO STOPPED SEEING THEM**

THRIVE UNDER PRESSURE

SIGNATURE
KEYNOTE
-02



PROMISE

Nacho gives high-achieving people in high-stress roles the tools to reclaim ownership of their lives — without abandoning their purpose or their people.



PROBLEM

High-achievers don't burn out all at once. They drift — performing at 100% professionally while living at 40% personally — until the damage is done.



PAIN

Before This Keynote, Your Audience Is Saying:

- “I love this work, but I don't recognize who I've become.”
- “I don't know when I stopped choosing my life. I just woke up and it was someone else's.”



PAYOFF

After This Keynote, Your Audience Will:

- Name the drift before it becomes a crisis
- Distinguish between burnout and drift — and why the difference changes everything
- Apply the Thrive Under Pressure™ framework to realign values, identity, and action
- Leave with one concrete next step toward a life chosen on purpose.



IDEAL FOR

- First Responders
- Healthcare
- Educators
- Veterans
- Executive Leaders
- High-achieving professionals



Format: Keynote (60–90 min) • Half-Day Workshop • Full-Day Training • Retreat Session

CHOOSE YOUR LIFE ON PURPOSE — OR IT WILL CHOOSE FOR YOU



PROMISE

Nacho delivers a crisis-negotiation-rooted communication framework that gives leaders a practical, repeatable system for the hardest conversations they will ever have.



PROBLEM

Leaders who care deeply often lose people in the moments that matter most — not from a lack of compassion, but from a lack of communication framework under pressure.



PAIN

Before This Keynote, Your Audience Is Saying:

- “I said the right things but it still went sideways.”
- “I care, but in the hard moment, people can’t feel it.”



PAYOFF

After This Keynote, Your Audience Will:

- Regulate themselves before entering high-stakes conversations
- Apply the seven-step CONNECT Model™ in real time
- Listen with curiosity instead of reacting with the fixer instinct
- Rebuild trust with people they've lost in hard conversations



IDEAL FOR

- Law Enforcement Supervisors
- Healthcare Leaders
- HR Professionals
- School Administrators
- Any Leader navigating conflict



Format: Keynote (60–90 min) • Half-Day Workshop • Full-Day Training • Communication Series

REGULATE BEFORE YOU RELATE

SIGNATURE STORY



THE GARAGE CALL

It was 10 p.m. on a weeknight. Nacho was in bed watching television with his wife when his work phone rang.

A man speaking only Spanish was driving at high speed on the highway threatening to kill himself and kill officers. He had a firearm. Multiple jurisdictions were in pursuit. His lieutenant called: “Can you call him and talk him down?”

Nacho got out of bed. He walked to his garage in his boxers and slippers. He sat in his personal car, tuned the police radio, and dialed.

The man answered. His first word was “Bueno.” In that one word, Nacho could hear everything. He didn’t open with authority. He didn’t open with the charges. He said:

“Sounds to me like you’re in a situation right now.”

Eighteen minutes later, the man pulled over, put his hands up, and surrendered peacefully. Nobody got hurt.

His lieutenant called it “fairy dust.” But the fairy dust wasn’t a technique. It was presence. It was curiosity. It was the CONNECT Model™ applied under extreme pressure, from a garage, in boxers. And it is what happens every time a leader chooses to be present before they try to be helpful.

“This is not ten seconds. This is many interactions that got us here.”





WHAT'S INCLUDED BUILT AROUND YOUR EVENT

Every engagement with Nacho is customized to your audience, your sector, and your goals. Custom proposals available upon request.



KEYNOTE

A single high-impact session designed to move an audience and give them something to act on immediately.

- 60–90 minute standalone talk
- One of three signature frameworks
- Custom tailored to your audience and sector
- Q&A available
- Virtual or in-person delivery



FULL DAY TRAINING

A complete framework experience for organizations ready to do the work.

- 6–8 hours of facilitated training
- All seven pillars of the chosen framework
- Visual frameworks and participant materials
- Action planning and accountability structures
- Ideal for department-wide initiatives



HALF-DAY WORKSHOP

Deeper engagement for teams who want tools, not just inspiration.

- 3–4 hours of facilitated content
- Interactive exercises and frameworks
- Small group breakouts available
- Participant workbooks available
- Ideal for leadership teams and supervisors



MULTI-SESSION SERIES

For organizations that want sustainable culture change, not a one-time event.

- 3–, 6–, or 12-session custom series
- Builds across frameworks sequentially
- Leader cohort model available
- Progress check-ins and accountability built in
- Ideal for year-long leadership development programs



ADD-ON OPTIONS

- ✓ Post-event debrief call with leadership team
- ✓ Customized participant workbooks and handouts
- ✓ Virtual keynote or training delivery
- ✓ Panel discussion moderation

THE COST OF INACTION



ORGANIZATIONS THAT DO NOT ADDRESS THE HUMAN CONNECTION GAP DO NOT STAY THE SAME. **THEY DRIFT**. THE TALENT THAT HAD OTHER OPTIONS **LEAVES** FIRST. THE PEOPLE WHO STAY GO QUIET. LEADERS WHO GENUINELY CARE BECOME THE ONES THEIR TEAMS **CAN'T REACH**. THE CULTURE THAT TOOK YEARS TO BUILD **ERODES** QUIETLY — NOT IN A SINGLE **CRISIS**, BUT IN A THOUSAND SMALL MOMENTS WHERE NO ONE FELT SEEN.

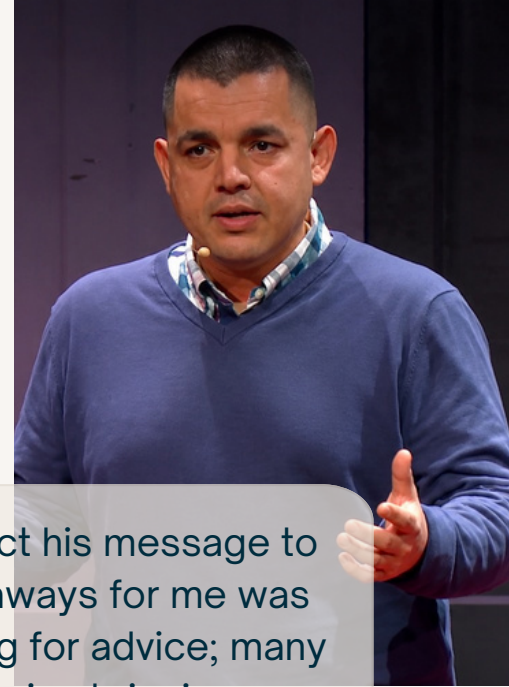
THE RESEARCH IS CLEAR: *DISCONNECTED TEAMS ARE LESS PRODUCTIVE, LESS LOYAL, AND LESS RESILIENT UNDER PRESSURE*. BUT THE COST THAT DOES NOT SHOW UP IN ANY REPORT IS THE HUMAN COST — THE LEADER WHO WONDERERS WHY THEIR **BEST PEOPLE KEEP LEAVING**, AND THE TEAM MEMBER WHO STOPPED TRYING TO TELL THEM.



Employees with a strong sense of belonging are **56% more productive**
-BetterUp



What Leaders Are Saying



“Nacho has a unique ability to immediately connect his message to the people in the room. One of the biggest takeaways for me was around communication — not everyone is looking for advice; many people simply want to be heard. If you're considering bringing Nacho in, it's time and money well spent.”

● **Gary Lewis** | Assistant Chief of Police, Appleton Police Department

“What stood out most was how honest, raw, and authentic your message was. It shifted the conversation from frustration to possibility and gave people practical perspective on resilience, communication, and personal ownership.”

● **Shawna Kuether** | MPA, SHRM-SCP, Assistant Chancellor & Chief Human Resources Officer

“Nacho's previous experience as a law enforcement officer gave him immediate credibility with our officers. One officer called their meeting with Nacho 'lifesaving.' Another spoke about how they had never reached out for help before but felt comfortable doing so because of Nacho's approachability.”

● **Jen Hannah** | Lieutenant, Madison Police Department

“Nacho is a wonderful presenter who has a natural ability to connect with people in a meaningful and authentic way. Everyone was engaged throughout and gained practical, actionable strategies. I have recommended Nacho to other leaders and plan on having him back again.”

● **Melinda Tempelis** | District Attorney, Outagamie County

A Personal Word *from Nacho*

I got into this work because of the people who never got the support they needed. The officer who retired quietly broken. The supervisor who genuinely cared but had no idea why her team was drifting. The leader who told me, years later, that one conversation changed how he showed up — and wished someone had said it sooner.

That is why I do this. Not to deliver a talk. **To give the people in your audience something they will carry with them** — a framework, a story, a moment of recognition where they finally feel seen and equipped to do the same for others.

I believe your people are worth it. I believe your leaders are trying. And I believe that one room, one conversation, one moment of genuine presence can change the direction of a career — or a life.



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WHAT YOU CAN EXPECT

From the first conversation to event day, you'll get straight talk – an honest assessment of which format and framework fits your audience best, and a proposal you can actually bring to your committee. Expect responsive communication throughout, and a speaker who shows up prepared, on time, and ready to do the work.

HOW TO BOOK



Step 1 – Reach out via email or the website to introduce your event and your audience.



Step 2 – Schedule a discovery call to align on format, content, and customization.



Step 3 – Receive a tailored proposal with program options, investment, and availability.



Step 4 – Confirm with a signed agreement. Your date is saved.



ascent

CONSULTING

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“ **CHOOSE YOUR LIFE ON
PURPOSE – OR IT WILL
CHOOSE FOR YOU** ”

Frequently Asked Questions

Can Nacho customize the keynote for our specific audience or sector?

Yes — always. Every engagement begins with a discovery conversation to understand your audience, your goals, and your sector's specific pressures. Nacho does not deliver a one-size-fits-all talk. The frameworks are consistent; the language, stories, and examples are tailored.

What is the difference between a keynote and a workshop?

A keynote is a standalone 60–90 minute talk designed to inspire, challenge, and give the audience a framework they can use immediately. A workshop goes deeper — it is facilitated, interactive, and includes exercises, breakouts, and application time. Both are available as virtual or in-person sessions.

Is Nacho available for virtual events?

Yes. All three keynotes and workshops are available in virtual and hybrid formats. Virtual delivery is customized for the platform and the audience — Nacho does not simply read slides on a screen.

What are the AV and technical requirements?

For in-person events: lavalier or headset microphone (preferred), projection screen, and HDMI connection. For virtual events: platform access and a stable connection. A full technical rider is available upon booking confirmation.

Does Nacho travel?

Yes. Based in Appleton, Wisconsin, Nacho is available for events regionally and nationally. Travel details and logistics are included in the custom proposal.

How far in advance should we book?

Popular dates fill quickly, particularly for conferences and annual leadership events. Reach out as early as possible to confirm availability. Custom proposals are typically delivered within 48–72 hours of the discovery call.

What does pricing look like?

All pricing is customized based on format, travel, and scope of engagement. Nacho does not publish a fixed rate because every event is different. Tailored proposals are provided after the discovery call. There are no surprises.